

Title of Intervention: Gimme 5 Fruit, Juice and Vegetables for Fun and Health

Website: <http://rtips.cancer.gov/rtips/programDetails.do?programId=167779&topicId=102266&cqld=>

Intervention Strategies: Group Education, Campaigns and Promotions, Supportive Relationships

Purpose of the Intervention: To increase fruit, juice and vegetable intake

Population: 3rd – 5th grade students

Setting: Elementary schools in Georgia; school-based

Partners: Local grocery stores, school districts

Intervention Description:

- **Group Education:** Twelve 45- to 55-minute sessions were conducted over the course of the school year focusing on improving fruit, juice and vegetable intake by increasing availability and accessibility, enhancing preferences, teaching preparation, goal setting and problem solving.
- **Campaigns and Promotions:** Weekly newsletters were sent home to parents to provide suggestions and recipes for increasing fruit, juice and vegetable intake. Three "MTV" format videotapes for each grade level, each about 10 to 14 minutes long and featuring a former center of the Atlanta Hawks, were sent to each parent at 2-week intervals. The videotape content paralleled the Gimme 5 curriculum, emphasizing modeling of desired behaviors. Family nights were held at local grocery stores. Produce managers at the grocery stores provided suggestions for selecting, storing and preparing inexpensive and fresh fruits, juices and vegetables, conducted taste tests and distributed recipes. Raffle drawings were held at each family night.
- **Supportive Relationships:** Home assignments were designed to train students in the preparation of healthy recipes under parental supervision, increase availability and accessibility of healthy foods at home, increase healthy food selections at fast food restaurants and involve the family.

Theory: Social Cognitive Theory

Resources Required:

- **Staff/Volunteers:** Teachers, produce managers
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Classrooms, grocery stores
- **Budget:** Not mentioned
- **Intervention:** Curriculum, transparencies, handouts, worksheets, posters, newsletters, videotapes, taste testing supplies
- **Evaluation:** KAP (knowledge, attitude and practices) questionnaire, 7-day food records, telephone interviews with parents, observational assessments

Evaluation:

- **Design:** Randomized controlled trial
- **Methods and Measures:**
 - A questionnaire surveyed students' knowledge, awareness and snack preferences
 - 7-day food records were completed to assess fruit, juice and vegetable intake
 - Telephone interviews were conducted with parents to assess impact of home component
 - Observational assessments were done

Outcomes:

- **Short Term Impact:** Small improvements were found for self-efficacy and social norms.
- **Long Term Impact:** The intervention group was found to have significantly more consumption of fruits, juice and vegetables combined and vegetables alone. Some smaller improvements were found for fruit, juice and vegetable consumption at weekday lunch.

Maintenance: Not mentioned

Lessons Learned: Channels in addition to schools may be necessary to affect the lifestyle practices of students and their families, including voluntary after school programs or social clubs.

Citation(s):

Baranowski, T., M. Davis, et al. (2000). "Gimme 5 fruit, juice, and vegetables for fun and health: outcome evaluation." *Health Educ Behav* 27(1): 96-111.

Davis, M., T. Baranowski, et al. (2000). "Gimme 5 fruit and vegetables for fun and health: process evaluation." *Health Educ Behav* 27(2): 167-76.